



Dairy Market News Branch

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Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/29/2016 to 02/04/2016

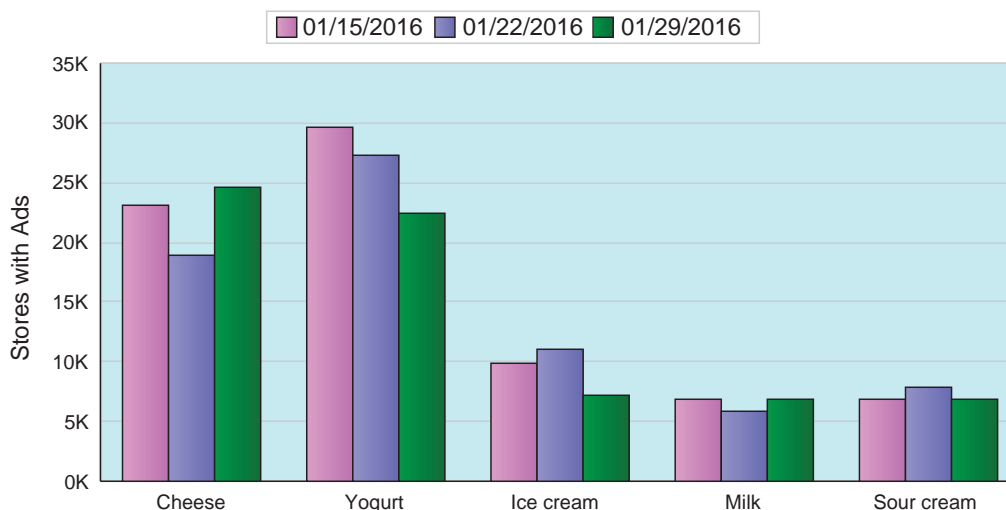
For conventional dairy advertisements, shredded cheese in 8 ounce packages had the largest volume of ads, followed by 4-6 ounce containers of Greek yogurt and 8 ounce blocks of cheese. Advertisements for half gallons of milk, unflavored and flavored, had the largest percentage increase, 525% and 520% respectively. Ads for 1# packages of butter increased 212%, with an average weighted price of \$2.92. The total volume of conventional dairy ads decreased 1%, and organic dairy ads decreased by 11% this week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.20, down 13 cents from last week, and down 30 cents from a year ago; 8 ounce shred cheese averaged \$2.34, down 5 cents from last week, and 22 cents below one year ago. Organic 8 ounce blocks averaged \$3.36, while 8 ounce shred cheese averaged \$3.50. Advertisements for conventional cheese were up 32%, but organic cheese ads dropped 10% from last week.

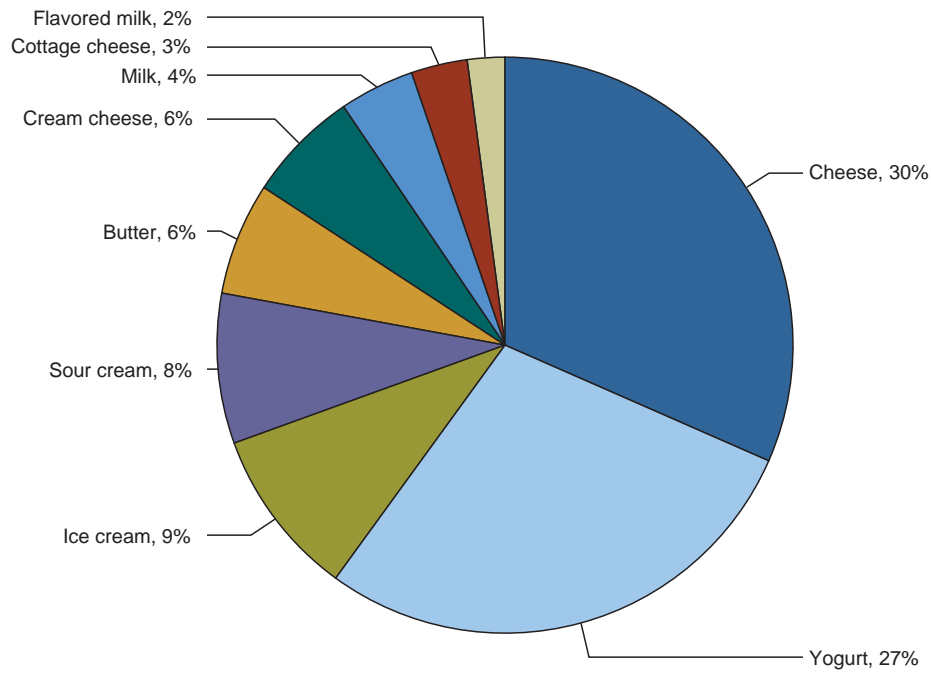
The average price for conventional yogurt in 4-6 ounce packages is \$.50, down 5 cents from last week, and down 2 cents from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.92, down 5 cents from last week and 7 cents lower than a year ago. The average price of 4-6 ounce organic Greek yogurt was \$1.08. Conventional yogurt ad numbers decreased 15% from last week. Organic yogurt ads are down 55% from the previous week.

The price spread between organic and conventional half gallon milk is \$2.99. The price spread is the difference between national weighted average prices for organic, \$4.33, and conventional, \$1.34. Conventional milk ads increased by 25% from last week, while organic ads increased by 14%.

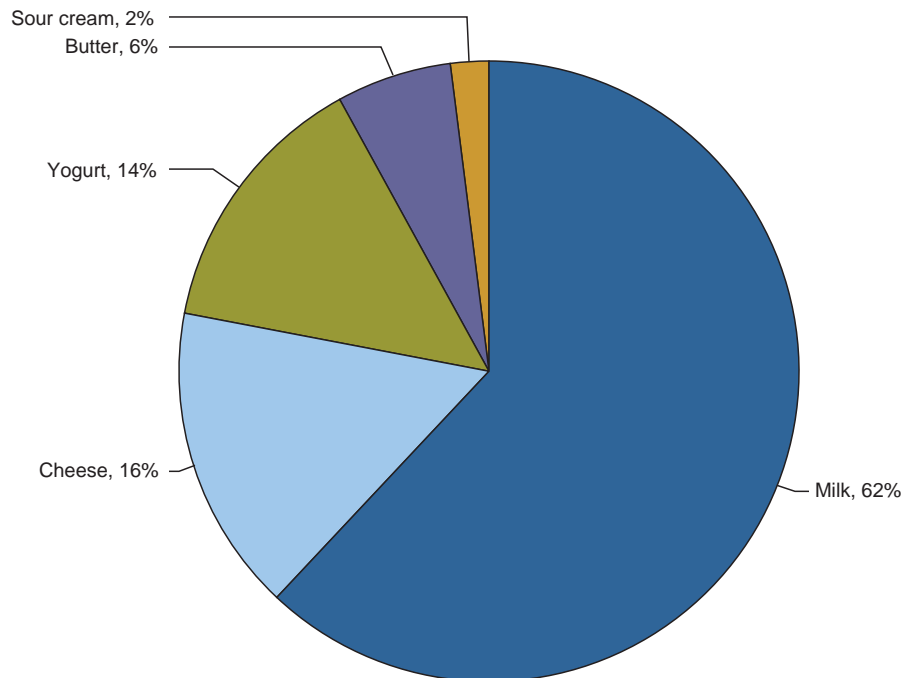
Top 5 Commodities Featured



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity





NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	5003	2.92	1602	3.20	3673	3.32
Cheese	Natural Varieties	8 oz block	8782	2.20	8997	2.33	6858	2.50
Cheese	Natural Varieties	1 # block	932	4.67	662	3.69	1020	3.89
Cheese	Natural Varieties	2 # block	877	6.29	274	6.98	861	6.40
Cheese	Natural Varieties	8 oz shred	12839	2.34	7686	2.39	12435	2.56
Cheese	Natural Varieties	1 # shred	213	4.99	236	3.38	1874	4.08
Cottage cheese		16 oz	2761	1.93	5494	2.01	3212	1.96
Cream cheese		8 oz	4796	1.76	5349	1.94	8220	1.76
Flavored milk	All fat tests	half gallon	707	1.98	114	1.88	544	2.56
Flavored milk	All fat tests	gallon	611	2.22	175	3.29	238	3.25
Ice cream		48-64oz	7133	3.01	11084	3.08	13050	3.24
Milk	All fat tests	half gallon	1162	1.34	186	1.57	824	2.18
Milk	All fat tests	gallon	2026	2.25	2289	2.75	1484	3.40
Sour cream		16 oz	6691	1.55	7736	1.74	12577	1.78
Yogurt	Greek	4-6 oz	11371	.92	14261	.97	16418	.99
Yogurt	Greek	32 oz	1455	4.46	1104	3.88	1450	3.79
Yogurt	Yogurt	4-6 oz	7040	.50	7498	.55	3956	.52
Yogurt	Yogurt	32 oz	1624	2.45	2398	2.06	582	2.35

REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.50-4.99	813	3.42	1.66-3.50	3034	2.62	2.50-2.98	314	2.62
Cheese	Natural Varieties	8 oz block	1.66-3.69	1760	2.44	1.99-3.00	2301	2.32	1.66-2.50	2421	2.02
Cheese	Natural Varieties	1 # block	3.99-6.99	354	5.02	3.99	214	3.99			
Cheese	Natural Varieties	8 oz shred	1.66-3.50	2619	2.56	1.99-2.50	3545	2.47	1.50-2.50	2546	2.06
Cheese	Natural Varieties	1 # shred							4.99	213	4.99
Cottage cheese		16 oz	1.99-3.00	669	2.47				1.25-2.29	715	1.54
Cream cheese		8 oz	1.49-2.00	426	1.63	1.88-2.30	919	2.05	1.00-2.00	1252	1.60
Flavored milk	All fat tests	half gallon	2.99	221	2.99				0.99-1.99	486	1.52
Flavored milk	All fat tests	gallon	3.99	62	3.99						
Ice cream		48-64oz	1.79-3.50	1924	2.91	2.50-3.00	1123	2.97	2.50-3.99	1374	3.19
Milk	All fat tests	half gallon				1.00	184	1.00	0.99-1.59	574	1.25
Milk	All fat tests	gallon	1.99-3.00	452	2.28	2.69	227	2.69	1.88	81	1.88
Sour cream		16 oz	1.49-2.00	1803	1.64	1.50-1.66	1216	1.53	1.25-1.99	964	1.52
Yogurt	Greek	4-6 oz	0.70-1.20	2987	.99	0.75-1.00	3189	.90	0.69-1.00	1908	.86
Yogurt	Greek	32 oz	4.29-4.99	419	4.59	4.29	61	4.29	3.69	588	3.69
Yogurt	Yogurt	4-6 oz	0.39-0.60	2155	.49	0.50-0.60	1629	.50	0.40-0.50	961	.49
Yogurt	Yogurt	32 oz	2.50-2.77	387	2.54				1.88-4.99	1100	2.41

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.99-3.99	341	3.39	3.88	107	3.88	2.99-3.99	394	3.72
Cheese	Natural Varieties	8 oz block	1.79-2.50	881	2.09	1.88-2.50	1089	2.05	1.88-2.50	330	2.27
Cheese	Natural Varieties	1 # block	4.49	57	4.49	3.99-4.99	307	4.78			
Cheese	Natural Varieties	2 # block				5.99-8.99	257	7.94	5.00-6.99	620	5.60
Cheese	Natural Varieties	8 oz shred	1.66-2.50	1264	2.09	1.79-2.99	2141	2.24	1.88-2.99	724	2.59
Cottage cheese		16 oz	1.50	114	1.50	1.50-2.49	1023	1.93	1.25-2.00	240	1.79
Cream cheese		8 oz	1.50-2.00	605	1.89	1.49-1.99	927	1.69	1.49-2.00	667	1.72
Flavored milk	All fat tests	gallon	1.99-2.19	429	2.03	1.99	120	1.99			
Ice cream		48-64oz	2.50-3.99	859	3.03	1.99-3.50	1432	3.11	2.49-2.99	421	2.62
Milk	All fat tests	half gallon	1.38-1.99	148	1.69				1.00-2.69	256	1.58
Milk	All fat tests	gallon	1.99-2.99	683	2.21	1.99-2.49	514	2.23	1.77	69	1.77
Sour cream		16 oz	1.00-1.69	765	1.38	0.99-2.49	1309	1.64	1.00-2.00	634	1.43
Yogurt	Greek	4-6 oz	0.69-1.00	1508	.86	0.87-1.20	1090	.96	0.99-1.00	689	1.00
Yogurt	Greek	32 oz	4.49	82	4.49	5.99	244	5.99	4.99	61	4.99
Yogurt	Yogurt	4-6 oz	0.50-0.66	620	.52	0.48-0.60	1125	.53	0.37-0.50	550	.43
Yogurt	Yogurt	32 oz				2.49	137	2.49			

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	391	5.61	288	5.21	274	3.99
Cheese	Natural Varieties	8 oz block	403	3.36	532	3.95		
Cheese	Natural Varieties	8 oz shred	559	3.50	532	3.82		
Cottage cheese		16 oz			119	3.00		
Milk	All fat tests	half gallon	2307	4.33	1480	3.65	137	3.99
Milk	All fat tests	gallon	448	5.69	189	6.99		
Milk	All fat tests	8 oz UHT	1002	.98	1629	.96	1946	1.00
Sour cream		16 oz	114	1.99	114	1.99		
Yogurt	Greek	4-6 oz	816	1.08	1732	1.05	1279	1.21
Yogurt	Greek	32 oz					153	6.17

Wtd Avg - Simple weighted average



Yogurt	Yogurt	4-6 oz			3	1.50		
Yogurt	Yogurt	32 oz	61	4.79	221	3.99	884	3.92

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	4.99	108	4.99						
Milk	All fat tests	half gallon	3.99-5.29	557	4.73				2.95	588	2.95
Milk	All fat tests	gallon							5.29	343	5.29
Milk	All fat tests	8 oz UHT				1.00	184	1.00			
Yogurt	Greek	4-6 oz	1.25-1.33	221	1.30				1.00	595	1.00

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #				5.99	178	5.99	5.59	105	5.59
Cheese	Natural Varieties	8 oz block	2.99	114	2.99				3.50	289	3.50
Cheese	Natural Varieties	8 oz shred	2.99	276	2.99	3.99	178	3.99	3.99	105	3.99
Milk	All fat tests	half gallon	3.49-5.29	401	4.56	4.49-5.29	701	4.95	5.29	60	5.29
Milk	All fat tests	gallon							6.99	105	6.99
Milk	All fat tests	8 oz UHT	0.92-1.00	156	.96	1.00	419	1.00	0.75-1.00	243	.93
Sour cream		16 oz	1.99	114	1.99						
Yogurt	Yogurt	32 oz							4.79	61	4.79

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States

Wtd Avg - Simple weighted average